



*Some things are
very personal,
indeed...*



*A discriminating woman...or man...
will find many personal reasons
for preferring the Riviera
over all other cars*



Throughout the creation of the Riviera, the men who designed and built it had personal factors of car enjoyment uppermost in their minds. § They set out to build a finer car that would satisfy the most highly developed tastes of the most discerning men and women in the world. § They were aware of the many personal intangibles that determine her . . . and his . . . differing interests and attitudes . . .

She

almost always has a taste for the elegant. She tends to look for those qualities in a fine automobile that have the look of beauty and luxury. (Men, of course, are also influenced by these values but not usually to the same degree.) She is invariably more alert to refinement of detail . . . to perfection of design . . . and to such matters as subtlety of color and richness of texture.

He

on the other hand, usually finds a greater beauty in those qualities that give a beautiful automobile its go-power. He traditionally exhibits a vital interest in the engineering of a mechanical marvel. He invariably finds joy when he takes command of a brilliantly functioning motor car.

So it was in the beginning of more-than-ordinary vehicles. So it is now, in the age of automation.

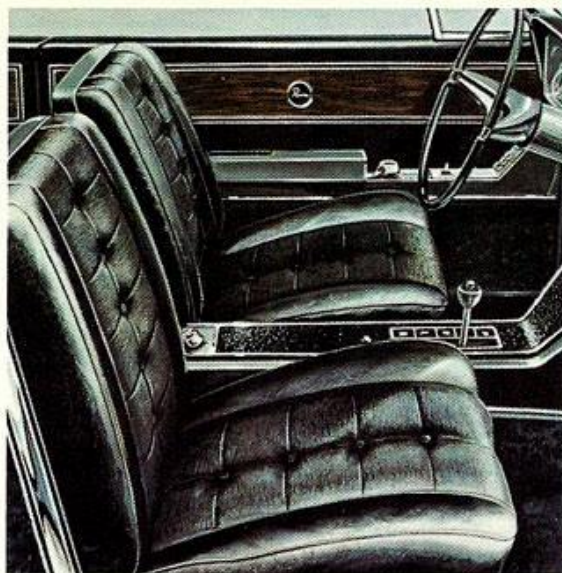
THE RIVIERA BY BUICK
MEANS WONDERFUL
NEW PERSONAL TRANSPORTATION TO
BOTH MEN AND WOMEN

*Some things are
very personal,
indeed...*

The understated, uncluttered look of the modern, fashionably dressed woman is similarly expressed in the body-tailored, classic elegance of the Riviera. Uninterrupted by needless strips of chrome beading, its sophisticated custom-coachwork appearance is the result of an exclusive new body construction technique. Like the finest custom imports, the Riviera's sheer glass side windows have no metal frames. The unique, sleek Riviera look is enhanced by its windscreen and rear window being sealed tight to the body . . . instead of being encased in more ordinary metal and rubber frames. Quality is apparent everywhere. Approaching the Riviera from any direction, the appreciative woman will be eye-delighted by its exceptionally clean, sculptured lines, the predominant characteristic of its trend-setting styling.

*To Her...the Riviera offers
magnificence...inside and out*





CUSTOM FABRIC-AND-VINYL TRIM—For women who enjoy the texture and quality of fine fabrics, an optional (at extra cost) Baronet cloth and vinyl trim is available in black, blue, and sandalwood. Beauty and durability are masterfully blended in this tasteful trim.



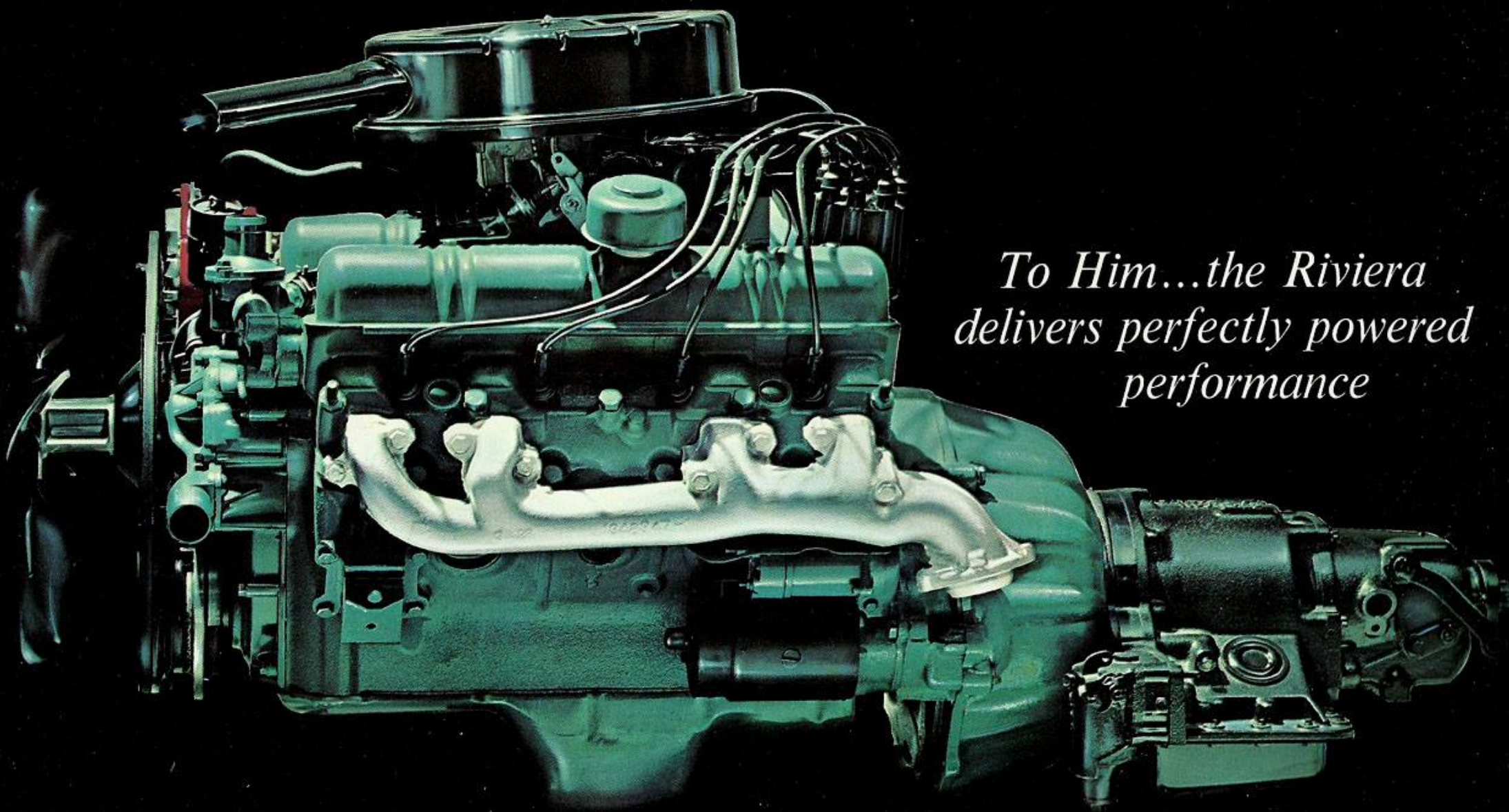
CUSTOM LEATHER-AND-VINYL TRIM—Velvet-soft top grain leather seats, beautifully pleated and buttoned, with Seville-grain vinyl bolsters for accent . . . this is the Riviera trim for those who prefer the supple elegance of leather. Optional at extra cost, it is available in blue, silver, white, red, black, and saddle. *With either custom trim, door panels have a distinctive treatment, and door latches for rear seat passengers are also included at no extra cost.*

STANDARD ALL-VINYL TRIM (BELOW)—This is one of several rich all-vinyl Riviera interiors, available in blue, silver or sandalwood. All details spell top quality. Steering wheel, upper instrument panel, carpeting, pedals and headlining are all handsomely finished in harmonious complementary colors and materials.



**SHE'LL SEE CUSTOM
SPLENDOR IN
EVERY RIVIERA INTERIOR . . .**
Despite her trained eye, a woman is likely to mistakenly assume that the upholstery in every Riviera is hand-stitched. It's not, although it certainly looks like it! The tailoring however is every bit as neat and secure as a fine seamstress could make it. All interior details—from the luxurious four individual bucket seats to the rich carpeting that extravagantly extends up the cowl and door panels from the floor—surround the passenger and driver with the ultimate in beauty, comfort and true convenience. (The very glamorous Riviera console is a luxury story in itself. Turn the page, please!)

A man will appreciate the fact that the best Buick engine . . . the premium-performance 325-horsepower Wildcat V-8 . . . powers the Riviera. (A larger 340-horsepower Wildcat is available at extra cost to those men who are *super-performance-minded*!) As finely balanced as a competition engine, this precision-crafted Buick power plant provides the snap and sparkle that's equally (and stupendously) competent on turnpike or boulevard. It's teamed with Buick's super-smooth Turbine Drive (standard equipment). And to keep its sparkling engine from choking up or going flat, the Riviera has dual exhausts as standard equipment . . . and a totally efficient, long-lasting muffler.



*To Him...the Riviera
delivers perfectly powered
performance*



SITTING NEXT TO HIM,
THE LADY HAS
SOME THOUGHTS OF HER
OWN ABOUT THIS
CONSOLE . . .

*Bright but not gaudy,
brilliant yet subtle, the Riviera
driver-passenger compartment
should greatly please the
aesthetic sense of every woman.
Seldom has a transmission
control been so attractively
packaged. (Here, it's in a
subdued chrome-and-vinyl
housing.) Seldom have console
elements—here, the radio,
light and wiper controls,
utility box, smoking set and
rear floor courtesy lights—
been so unobtrusive yet so
handy. And practically never
has a dash been so distinctively
uncluttered, with its controls
arranged so neatly at the
top. Smart, beautiful, different
. . . enough so to please the
most tasteful woman of today.*

THE RIVIERA OBEYS THE PILOT'S ORDERS ALMOST AUTOMATICALLY FROM THIS POINT

Driving the Riviera, a modern man is sure to find a new feeling of absolute control of a marvelous piece of machinery. Power will assist his steering, but he will have a full feel of the road. Power replaces shifting for him, yet he will have precise control of road speed. Power will give him velvet stops with finned aluminum front brakes . . . and he can call for safe, sure stops time after time because Buick brakes have *sustained* stopping power.

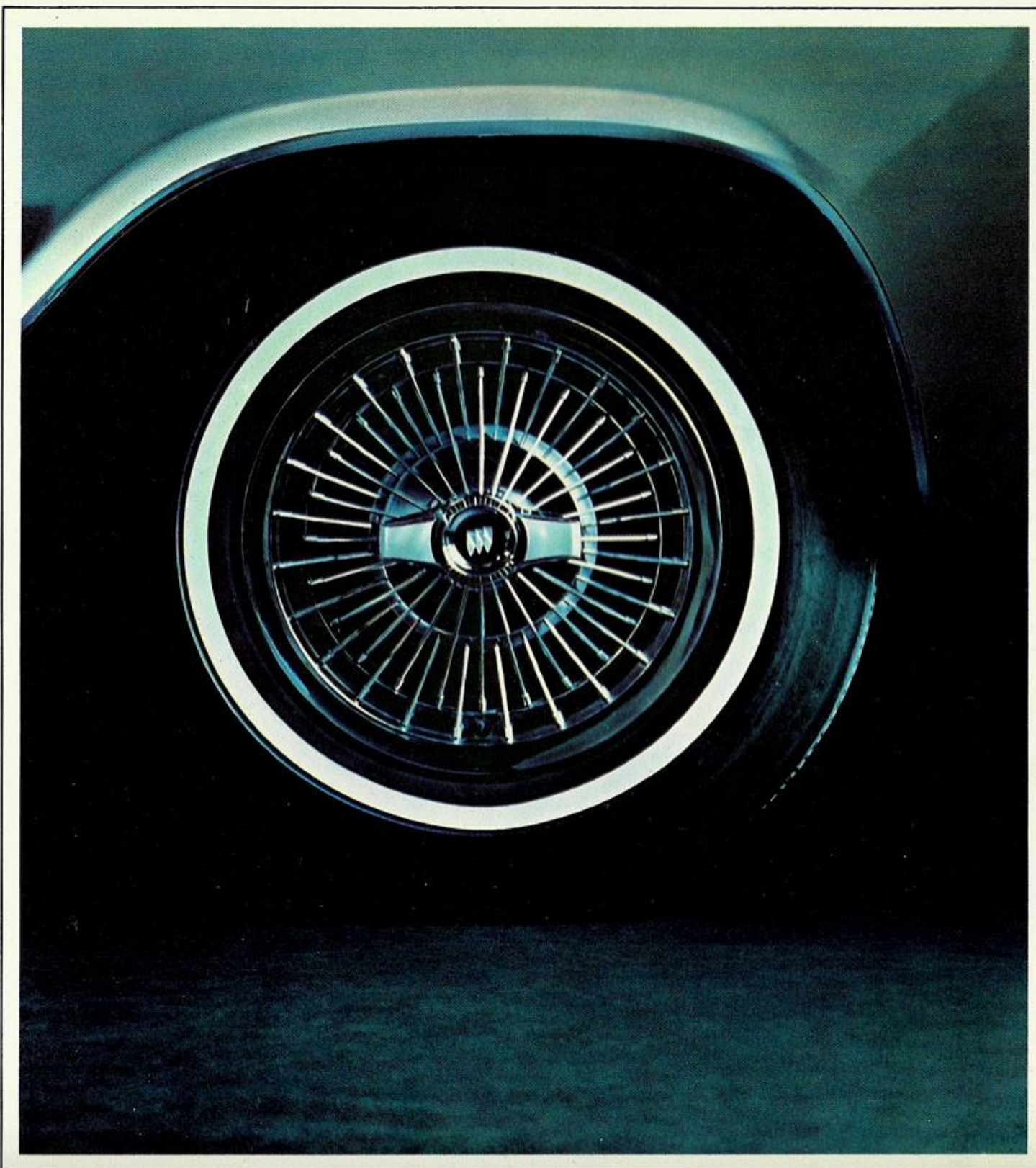
Seated in a Riviera, a man probably feels more like a pilot than a car driver. He's *in* an airplane-like cockpit with unusual bucket seats. He faces instruments and controls that loom up in such a commanding way that they're especially easy to see and easy to use. And that Turbine Drive Selector at his right provides perfect transmission control at its simplest . . . shift lever and quadrant are in the best possible location for quick, safe range selection.

The Riviera's bound to give a modern man a new sense of oneness with his automobile, quite unlike anything he's ever experienced before.

The Riviera offers an unbelievably smooth, poised, sports-car kind of ride. It glides over bumps as though they never existed. The Riviera's unusually low center of gravity is one of the reasons. The exceptional cushioning effect of its coil springs and hydraulic shock absorbers at all four wheels is another. Its specially designed frame, eliminating shake and vibration almost completely, is yet another. § No other car *handles* quite like the Riviera, either. It can take sharp turns at speeds that ordinary cars would have trouble with. Its back wheels track perfectly with the front, with no sensation of the rear end swinging out. The Riviera body stays unusually level, its wheels hold the road with a new and remarkable fidelity. § Smooth and easy, quiet and controlled—that's Riviera every mile, on every road.

*To Both woman and man...the Riviera brings
the most exceptional ride and handling
in the entire automotive industry*





WHEN SHE DRIVES
A RIVIERA,
A LADY WILL APPRECIATE
ITS DELICATE
BUT POSITIVE CONTROL . . .

*Under all driving conditions
. . . in multi-stops during shopping
tours or while zooming along
at fast highway speeds . . . she
will find the Riviera an
absolute driving dream.
Sensitive to her bidding, a
Riviera seems to proceed with
cautious sureness, responsive
to her lightest touch of finger
or toe. The Riviera has
standard driving conveniences
that obviously were included
to permit the most feminine
lady to drive—and stop—in
truly carefree glory.*

**THE RIVIERA PROVIDES
MANY IMPORTANT EXTRAS
TO EVERYONE
AT NO EXTRA COST**

*(They usually do cost extra,
even in the finest luxury cars)*

AMONG THEM:

EASY POWER STEERING—Steering effort is almost eliminated—Riviera's Easy Power Steering does more than 90 percent of the work. Yet the driver retains full feel of the road. Riviera maneuverability is quick and positive. Recovery is fast and smooth, with no tendency to over-control.

BUICK POWER BRAKES—Added safety, because this power system supplies a vacuum reserve that makes possible a number of full power stops even when the engine is off. The broad brake pedal lets you use either foot. And because the pedal's low, less reaction time is needed to start braking action.

HEATER—DEFROSTER*—The Riviera has the finest in heating and defrosting for all-weather comfort. The heater gives more constant comfort through better temperature control. The quick-acting defroster rapidly clears the windshield of snow, ice and mist.

DELUXE WHEEL COVERS—Specially-designed wheel covers highlight the custom-coachwork lines of the Riviera. Usually an expensive-looking option, they're standard on the Riviera.

BACK-UP LIGHTS—Night-time safety while moving in reverse. Usually an extra-cost option, standard on the Riviera.

WINDSHIELD WASHER—Wide area cleaning—with a standard 2-speed windshield wiper with washer control. Functions perfectly whether there's a foot on the accelerator or not.

ELECTRIC CLOCK—A big, easy-to-read clock conveniently set between the two major clusters that report on car speed and engine conditions.

*A delete option at reduced cost.

**1963 RIVIERA
SPECIFICATIONS**

BASIC DIMENSIONS: Overall length, 208 in. Overall width, 76.4 in. Overall height, 53.2 in. Wheelbase, 117 in. Tread, front, 60 in. Tread, rear, 59 in.

STANDARD WILDCAT 445 ENGINE: 90° V-8. Displacement, 401 cu. in. Horsepower @ 4400 rpm, 325. Maximum torque, 445 lbs.-ft. @ 2800 rpm. Compression ratio, 10.25 to 1. Four-barrel carburetor. Dual exhaust standard.

OPTIONAL WILDCAT 465 ENGINE: 90° V-8. Displacement, 425 cu. in. Horsepower @ 4400 rpm, 340. Maximum torque, 465 lbs.-ft. @ 2800 rpm. Compression ratio, 10.25 to 1. Four-barrel carburetor. Dual exhaust standard.

TRANSMISSION: Automatic Turbine Drive standard.

DIFFERENTIAL: Rear axle ratio, 3.23 to 1. Positive traction differential optional.

BRAKES: Hydraulic, self-adjusting. Total lining area, 197.32 sq. in. Front drums of finned aluminum.

ENGINE LUBRICATING SYSTEM: Main bearings, connecting rods and camshaft bearings pressure lubricated. Piston rods splash-lubricated. Cylinder walls splash and nozzle lubricated. Normal oil pressure 40 lbs. @ 2400 rpm. Full-flow oil filter standard. Crankcase capacity (less filter refill)—4 quarts.

FUEL SYSTEM: Four-barrel downdraft carburetor. Integral automatic choke. Two-stage gasoline filter, replaceable element at engine and plastic-type in fuel tank. Oil-impregnated polyurethane air cleaner. Exhaust-type intake manifold heat control. Twenty-gallon fuel capacity.

ENGINE COOLING: Pressure system. Choke-type circulation thermostat. Centrifugal water pump. Capacity: 18.5 quarts with heater.

WHEELS AND TIRES: Disc-type wheels. Size: 15" x 5.50", "K" type flange. Tires: 7.10" x 15". Whitewall tires optional at extra cost.

Buick Motor Division, General Motors Corporation, reserves the right to make changes at any time, without notice, in prices, colors, materials, equipment, specifications and models, and also to discontinue models.

**ALL THE FOLLOWING
IS STANDARD
NO-EXTRA-COST EQUIPMENT
ON EVERY RIVIERA**

*Turbine Drive Transmission
325-Horsepower Wildcat Engine
Heater and Defroster*
Easy Power Steering
Power Brakes
Windshield Washer
2-Speed Electric Windshield Wiper
Back-Up Lights
Glareproof Mirror
Parking Brake Signal Light
Safety Buzzer
Map Light
Riviera Wheel Covers
Electric Clock
Riviera Steering Wheel
Automatic Trunk Light
License Plate Frame
Aluminum Front Brake Drums
Full-Flow Oil Filter
Re-Usable Air Cleaner Element
Step-On Parking Brake
Instrument Panel Safety Pad
Directional Signals
Trip Mileage Indicator
Glove Compartment Light
Smoking Set
Rear Seat Ash Trays
Dual Sun Shades
Bucket Seats—Front and Rear
Door-Operated Courtesy Lights
Deep-Pile Carpeting
Foam-Padded Seats
6,000-Mile Lubed Front Suspension
Delcotron Generator**
Self-Adjusting Brakes*

* A delete option at reduced cost.

** A General Motors trademark.

A close-up, profile view of a woman with dark hair, wearing a leopard print top and large, ornate earrings. She is looking out of a car window, with the window frame visible. The background is a bright, overexposed outdoor scene.

*For more personal enjoyment...
Riviera...by Buick*

DRIVING A RIVIERA WILL BE PERSONALLY REWARDING TO YOU

A Riviera surely looks excitingly different. And no new car will give you more excitement . . . or more pleasure . . . when you drive it.

The Riviera has so many great and exclusive virtues—there are enough to reward any driver, no matter what kind of cars he or she has owned, no matter what kind of cars he or she has driven. And a real surprise is the fact that Riviera, a true luxury car, is relatively so low in cost. Sound exaggerated? You don't know the Riviera! Better get personally acquainted with it soon.

